

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #476520

Mr. S. Milley
OLEAN WHOLESALE

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Steve:

SALEM .30¢ Tear Tape product has been ordered, as well as 12 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
OLEAN

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**
EFT \$ Amount: **\$1,182.92**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)*

APRIL DELIVERY

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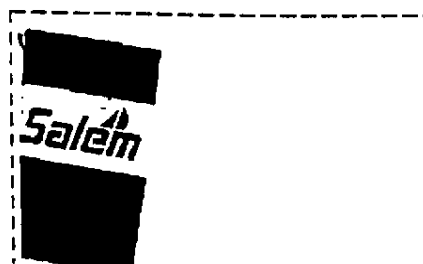
WHOLESALE : 476520 OLEAN WHOLESALE GROCERY <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	2	2	2	2	8		246
162205	162231	269469	DRYDEN FOOD MARKET	33 NORTH ST	DRYDEN	NY	13053	1	1	1	1	4		146
162604	162624	268735	VILLAGE FAIR MKT	119 W COMRCL ST	E ROCHESTER	NY	14445	2	2	2	1	7		934
162605	162620	291193	MARION MKTS INC.	DBA MARION SURFIN	MARION	NY	14505	2	2	2	2	8		570
162607	162627	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA	16847	2	2	2	2	8		590
162607	162627	175052	OLIVETTS MARKET	445 E 3RD ST	EMPORIUM	PA	15834	1		4	1	6		636
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVIL	PA	16929	3	4	2	3	12		690
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1	3	3	1	8		
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	2	2	2	2	8		560
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	1	1	1	1	4		
162607	162628	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	16351	2	1	2	3	8		820
173001	173022	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA	16426	5		3	2	10		922

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 24 20 26 21 91

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 24 20 26 21 91

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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